



NOT easily will the women who have adopted the popular turban coiffure give up the comfortable turban frame which not only makes thin hair seem luxurious but forms a splendid support for millinery. They will alter its location if they must, but its comfort insures its popularity for some time to come. The word from Paris is that coiffures show a tendency toward an arrangement low down in the neck, which will still permit the use of the turban cap frame, and also the use of as great a quantity of switches and curls and braids and puffs as have impoverished many a purse the past season. "Fifty dollars is a modest price to pay for an adjustable coiffure," says a well-known hairdresser. "We are making up a braid now which will cost five hundred, and yesterday supplied a switch of white hair that was worth a thousand dollars."

The turban drape and the turban braid coiffure, variable as to width and height, will be fashionable for some time to come, on account of its general becomingness. To get the best effects in arranging the hair in this manner a turban cap frame is necessary and a switch about thirty inches long. The bee-hive frame is also used—a wire cap with a hole in the center through which the hair is drawn and then laid softly around the frame. With the braid is often used, also, puffs to fill in, on the top of the head, and soft curls that stray out from beneath the braid in the back, or soften the face at the temples.

A quaint and unique coiffure seen on a bride not long ago was made, apparently, with the aid of two long braids, which were coiled into veritable cabochons on each side of the head, just above the ears. The hair was arranged simply in the front, with a bang effect, while the veil was drawn backward between the braided coils.

By Jane Brayton

A style that is particularly becoming to young faces is what is called the Juliet coiff. The hair is waved into a moderate pompadour and brought back to a soft mass of Psyche curls, that are allowed to twist naturally and loosely. When a jeweled Juliet cap is worn with this, a most delightful effect is produced.

The fringe bang is worn by those who desire a chic coiffure at the risk of its being unbecoming. This is a most trying style, but since the bang can now be bought by the yard, it is a style that it is possible to abandon, when one tires of it, which one could not do when the bang grew on one's scalp.

Although the preference is for the coiffure that is wide and round rather than high, what is called the tower coiff is in very good style. The hair is usually parted with this, and a mass of puffs placed on the top of the head. Sometimes a gauze or gold ribbon is brought around the back of the head to tie in a tiny bow that is almost hidden by the puffs.

One of the extreme methods of doing the hair is a combination of bang, curls and a mop-like use of a long switch. The bang is curled in tiny ringlets that form a fringe all around the head. About the head is then wound tightly the long straight switch, and in the back a tumble of curls is pinned in carelessly with shell pins.

NEW IDEAS IN NECKWEAR

A SMART touch may be given the tailored suit if a crisp, frilly jabot is worn with the waist beneath it. The newest thing in these little luxuries is the one-sided jabot. This is made very long, extending nearly to the waist line and is formed of a cascade of frills attached to but one side of an embroidered band. In plaited lawn, with an edge of valenciennes or baby Irish, these are charming.

The imitation Irish is probably the most popular trimming for the odd stocks, jabots and coat sets, although Chantilly and Venise are much used in combination with embroidered lawns and linen. Some forms the jabot takes are infinite. Some are simple tabs with a buttonhole stitch about the edge and tiny pearl buttons at their points; others are elaborately lace trimmed, and are pleated into triple ruffles. Coat sets will be more in demand

than ever for wear with the jaunty new short coats of the season.

Net collars and jabots are shown lined with colored silk as a foundation, and trimmed with buttons covered with the silk. Touches of gold are used on all the more elaborate stocks and yokes. A style that would be adaptable to almost any sort of moderately dressy blouse is made of ecru net, embroidered in soft colors, with touches of the gold and black. A narrow fringe of the prevailing shade of the embroidery finished the square tabs, and a fold of black satin binds the top of the collar.

The maline bows have sprung into popularity again though at one time their too great favor threatened their extinction. These are being shown in black and white sprinkled with tiny beads in gold and silver and jet, but the plainer styles are favored by the best dressed women.

The Specialty Shop

Present their compliments and beg to inform you that they have prepared a 10 days' FASHION FEAST for the coming Easter season, beginning MONDAY, MARCH 14TH, displaying a beautiful selection of well thought out models of Gowns, Corsets, PARIS HATS of very personal note. They would be much honored by your visit.

AILEEN BERG

Our formal opening was a culmination of success, thanks to the prompt and genial response of the ladies of our city.



For the first time we will show the new fashions. Gowns that arrived today, "Antar" & "Gaby's" creations by Drecol & Paquin, also 12 imported Paris hats, "Chanclier" models. This week we bring out in detail the new color combination in the following shades: Clair de Lune, Vapeur, Mirige, Lichen & Lorraine.



Showing of Latest Coiffures

The Turban Drape,
The Orient Coil
"Torsage,"

The Daphne Swirl

also

The Doris
For Young Ladies



The Specialty Shop

Aileen Berg

No. 1 Little Plaza

El Paso, Texas

We have brought all of these late hair dressings directly from New York and Paris fashion centers. They are adapted to individualism.

Practical Points for the Prudent Housewife

A Lesson In Economy

Have you ever paused to consider, amid all this clamor of increased cost of living, that now is the physiological moment to fall in line with the millions that have long since learned that VEGETABLE LARD is not only purer, more wholesome and satisfactory in every respect than the article our ancestors have used from time immemorial, but actually over ONE-THIRD cheaper?

It is refreshing to know that this means a saving of from ten to fifteen dollars per annum to the average family. Below we quote from a paper by one of the

highest authorities in the land, recently read before the national convention of the Packers' Association at Chicago:

"However, that the world generally has received a great boon through the use of cotton seed oil must be evident to all. I estimate that to all consumers of lard throughout the world that a saving of one cent per pound has been made, i. e., a saving on the price of hog lard as well as upon the price of the less expensive article. This will amount this coming year to a world saving of at least \$15,000,-

000.00. And, had it not been made possible to use cotton seed oil as a food product, the price of hog lard today would be at least 25 to 30 cents per pound. I claim that the total savings to the consumers of lard and lard substitutes for the entire 30 years of the existence of the industry to date is at least \$360,000,000.00."

How much of this vast sum is being credited to your account?

The idea that the costliest food products are the choicest is entirely erroneous. Pure cotton seed oil is now recognized everywhere as a

much more nutritious and healthful article of food than any animal grease with its excessive cost and offensive origin.

Arctic & Matador

BRANDS OF LARD COMPOUND, the most popular selling brands of "hogless" lard on the market, affords you the opportunity to wake up.

Any up-to-date grocer in the west will gladly supply your needs.

Order a small pail and drift with the tide of progressiveness.

—Manufactured by—

The El Paso Refining Company

El Paso, Texas